

Minnesota State University Moorhead

COMM 402: Introduction to Publishing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course familiarizes students with the history and current trends in small press publishing. Course topics include acquisitions, editing, marketing, publicity, finances, copyright, electronic publishing, literary magazines, and children's & YA publishing.

B. COURSE EFFECTIVE DATES: 09/09/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Demonstrate the ability to discuss the functions and practices of small presses.
2. Demonstrate an understanding of the history, historical and contemporary trends, aesthetics, ethics, and production cycles of publishing.
3. Demonstrate the ability to describe the various careers associated with publishing, including acquisitions editor, copy editor, marketing and publicity positions, accountant, fundraiser, manager of a non-profit, etc.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted